

Current Online Learning Trends for Professionals and Entrepreneurs in Business

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Abstract

This article explores the trends in online learning and the influence of specific criteria in the selection of online courses among executives and entrepreneurs in the business sector. The use of artificial intelligence (AI) in online learning platforms has been a key factor in enhancing the personalization and adaptability of courses, resulting in higher student satisfaction and success. The study highlights the evolution and importance of online learning platforms, detailing their methods, popular courses, pricing, and flexibility, which contribute to their success in virtual education. Additionally, the integration of AI technologies has allowed for a deeper analysis of student interaction patterns, facilitating the identification of areas for improvement and the implementation of personalized interventions. The research underscores the need for continuous updates in both technological tools and educator skills to meet the growing demands of online education. The article concludes that virtual education has a scalable and continuously growing future, driven by its perceived benefits and the adoption of advanced technologies.

1. Keywords: Online learning, Artificial intelligence (AI), Personalization, Virtual education, Student interaction patterns.

1 Introduction

Online education refers to the delivery of learning experiences through digital platforms, enabling interaction between educators and learners without the constraints of time and physical location. As Morales et al. [7] explain, virtual education serves as a high-impact strategy for enhancing the accessibility, relevance, and quality of learning at all levels, due to its multimedia, hypertextual, and interactive nature. This modality has expanded significantly in recent years, providing equitable access to quality education for diverse populations, regardless of geographic or socioeconomic barriers [2].

The evolution of online education can be traced back to the emergence of e-learning in the 1990s, as noted by Bautista et al. [8]. Since then, it has experienced constant transformation driven by technological innovation and new pedagogical strategies. In particular, the integration of artificial intelligence (AI) has played a critical role in reshaping online learning environments, enabling personalized learning pathways and adaptive responses to learners' needs [1][5].

Delgado et al. [9] highlight two key drivers behind the growth and stability of online education: (1) the increasing digital literacy of users, especially with mobile technologies, and (2) the proliferation of specialized programs—ranging from workshops and certificates to full academic degrees—delivered entirely online. These advancements have been strengthened by the adoption of AI tools that enhance user experience, streamline content delivery, and foster engagement [3][4].

However, as Álvarez et al. [2] and Cabero [10] suggest, this digital transformation presents critical challenges, particularly regarding digital equity and instructional competencies. Ensuring that all participants—students and educators alike—possess the necessary technological skills is essential for effective learning. In this context, AI-powered tools such as virtual tutors and intelligent learning companions have emerged as promising solutions to support both learners and instructors, offering scalable and personalized educational support [1][5].

2 Theoretical frameworks

As Vivar (2014) mentions, MOOCs, or Massive Open Online Courses, are characterized by being massive and open virtual courses [12]. Their primary purpose is to enable anyone to enroll and take classes from any location in the world. In the early stages of online education, e-learning portals began offering MOOCs as free large-scale courses, allowing students to purchase a certificate upon completion. Learning environments that adopted this model and became successful include Coursera, edX, and MiriadaX [10]. These platforms gained wide acceptance, further supported by renowned institutions such as Harvard University and the Massachusetts Institute of Technology [11]. MOOCs have played a fundamental role in democratizing access to education, offering opportunities for lifelong learning and professional development to a global audience [12].

A well-structured MOOC differs from informal digital learning alternatives such as YouTube tutorials, as it involves interdisciplinary work and is designed for a diverse, global audience. This complexity requires more personalized and structured teaching [13]. MOOCs generally include evaluation systems, such as self-assessments and peer reviews, and the learner's attitude plays a key role in course completion [13].

Understanding the types of MOOCs is essential, as their methodologies differ. XMOOCs are delivered mainly through video lectures and online assessments, which serve as reinforcement tools and positively impact learning outcomes [14]. CMOOCs promote broader interaction between students and instructors through blogs, wikis, social media, and email, though they lack a rigid instructional structure. Their assessments rely on collaborative projects and online tests [15]. TMOOCs combine both models, focusing on skill development and peer interaction through feedback and shared learning experiences [16].

The use of Artificial Intelligence (AI) has significantly enhanced MOOCs, enabling personalized learning paths and improving learning outcomes for diverse student populations [1].

Criteria for Quality Online Education Modalities

According to Marciniak and Gairín-Sallán (2018), quality online education requires adequate technological infrastructure and reliable access to services [16]. Additionally, course structure and content must provide educational value to foster meaningful learning experiences. The integration of AI tools such as adaptive learning systems and virtual tutors can further personalize learning and improve overall quality [5].

Durán (2015) emphasizes the importance of instructors maintaining a positive attitude towards ongoing training and new technologies to uphold the same quality standards as face-to-face education [17]. Continuous professional development in the use of AI and digital tools is critical to achieving this goal [4].

With the evolution of the educational landscape, online programs now offer diverse content across various levels—introductory, intermediate, and advanced. These programs often include certification and

accreditation, backed by prestigious universities [22]. Online platforms have expanded their offerings to include professional certifications and specialized training that cater to market demands and promote career advancement [23].

Online education has been shaped by technological innovations that allow greater flexibility in learning. These include enhanced communication between teachers and students, overcoming time and geographic barriers, adapting to individual learning needs, and providing fast and economical access to vast information sources [24]. The implementation of machine learning and analytics further optimizes educational processes and identifies areas for improvement [25].

The demand for online learning has grown as more individuals seek to enhance their professional opportunities. According to Porto (2018), 56% of users studying online have been promoted at work, while 38% improved their employability [26]. These trends reflect growing employer recognition of online education credentials and the value of continuous learning [27].

The COVID-19 pandemic accelerated the adoption of online education. During this period, the number of online courses increased, and many individuals pursued this learning method. Even after the health crisis, online learning continues to offer opportunities to those seeking accessible and flexible education options [28][29]. The pandemic catalyzed innovations in teaching methods and broader acceptance of online degrees and certifications [30].

Given this context, this article seeks to analyze trends in the demand for online business education platforms by executives and entrepreneurs over the past five years. The study is structured to examine market trends and labor needs, explain the research methodology, present findings, and discuss key conclusions [31].

3. Methodology

This study is a literature review and platform analysis that aims to identify the current state of online education for professionals and entrepreneurs in the business sector. It focuses on understanding the main criteria influencing course selection on digital platforms, particularly addressing the needs and motivations of users [32]. Additionally, it explores how artificial intelligence (AI) tools have been integrated into online learning environments to enhance personalization, adaptability, and learning outcomes [33].

To achieve these objectives, a mixed-methods approach was employed. On the qualitative side, a documentary review was conducted using academic databases such as Google Scholar, Scielo, Scopus, and the institutional repository of the Universidad Peruana de Ciencias Aplicadas. The selection criteria included: (a) open-access peer-reviewed articles; (b) publications from 2015 onwards; (c) content related to AI in education, MOOCs, and professional development platforms [34]. This review also considered ethical and pedagogical perspectives on AI usage to ensure a comprehensive analysis [35].

On the quantitative side, the study examined data extracted from platform reports and academic studies, specifically focusing on user satisfaction, course completion rates, and perceived effectiveness of AI-driven tools. Data were interpreted and represented using graphs and tables that synthesize platform performance and user engagement. For instance, metrics such as the frequency of AI tools mentioned (e.g., adaptive feedback, chatbots), and student performance indicators were analyzed to understand how AI is transforming online learning for business-oriented users [36].

The platforms analyzed—Coursera, Platzi, Next U, and Crehana—were selected based on the following criteria: (1) relevance to the business and entrepreneurship sectors, (2) integration of AI or personalized learning technologies, (3) availability of executive-level or skills-based programs, and (4) user reputation and coverage in Latin American and global markets [37].

In methodological terms, the research is descriptive and observational (non-experimental), as no variables were manipulated, but rather observed through existing literature and platform data [38]. Moreover, it applies a cross-sectional design, by evaluating educational trends and platform characteristics at a specific moment in time, as well as a longitudinal design, since it assesses the evolution of these platforms over the past five years to identify patterns of change and adoption of AI technologies [39].

This integrative approach enables the alignment between the research design and the results, as visual elements (charts, infographics, and comparative tables) derived from the analysis help interpret how platform offerings, user demands, and AI integrations have shifted over time [40]. In particular, the impact of AI was assessed indirectly through literature findings that report improved student performance, satisfaction, and retention rates due to adaptive features and real-time feedback mechanisms [41].

4. Results

4.1. Bibliographic review

Online education is a form of virtual education through cyberspace facilitated by Internet connectivity [44]. This allows flexible communication between teachers and students without time and space limitations [45]. Artificial intelligence (AI) has enhanced personalization in online education, allowing for the creation of

adaptive learning paths and improving student retention and performance [46]. XMOOCs are presented through videos and other materials, and the evaluations act as positive reinforcers in student learning [47]. Certificates in online courses are considered an incentive for continuous learning. According to Watted and Barak, some students seek to advance in their research or career, while others, affiliated with universities, value the certificate to improve their knowledge [48]. Performance indicators are essential to evaluate the success of online courses. These courses incorporate evaluation systems that can include self-assessments and peer evaluations [49].

The student's attitude is crucial for starting and completing an online course. According to Delgado et al., nowadays, thanks to the Internet and its indispensable use, education has significantly changed its scope and stability [50]. This is due to two factors. The first is that users learn and prepare to use smartphones. The second is the digitization of workshops, specialization courses, diplomas, professional careers, and master's degrees, characterized by being high-level and delivered online [51]. Furthermore, the implementation of AI tools has improved the platforms' ability to adapt educational content to individual students' needs, providing real-time feedback and personalized recommendations [52]. Similarly, it can be said that the sudden change in the educational system brings a significant challenge because it is not only necessary to have access to technological tools but also that all the actors involved must have the necessary technological skills and knowledge so that teachers can efficiently perform their tutoring, which requires more time and effort [53]. Therefore, it is crucial to be aware that technology helps to have quick access to information and communication.

According to Martelo et al., seventeen factors are the most important and influential in certifying the quality of virtual education: educational platform or learning environments, empathy with the territory, didactic opportunity and task compliance, solid teacher training, content quality, current technology, amount of information, self-management of learning content, frequency of tutorials, personalization of education, administrative processes, activities, work methodology, evaluation methodologies, course flexibility, Internet quality, and student monitoring [54]. The use of virtual learning companions and other AI technologies has shown promise in improving large-scale interaction and providing personalized support to students [55]. According to Castillo and Solís, entrepreneurship has gone beyond schools and disciplinary fields. This generates a constantly evolving and developing concept [56]. However, all schools that refer to entrepreneurship maintain that it promotes an activity with initiative and characteristics of economic and personal improvement. Its objective is the constant search for innovation, where risks are taken with passion and commitment to present their idea. Whenever online courses are taken, they must offer certificates. Certificates are generally considered a feedback mechanism to motivate students to continue studying online courses. As Watted and Barak mention, some students consider that studying is part of their research and to advance in their careers; in contrast, students affiliated with universities think that their main motivation is to be able to receive a certificate as part of improving their knowledge [57]. The analysis of interaction patterns in AI-enhanced MOOCs has allowed the identification of key factors that influence student participation and success [58]. According to a study by the Online Business School, the educational market delivered through online methodology has steadily grown since 2011; it shows that the industry has grown by 7.6% to date and states that in the coming years, 50% of classes oriented toward higher education will opt for the use of e-learning tools and methodologies [59]. According to Martínez et al., educational platforms are important because students can use technological tools as their primary source of useful knowledge [60]. There is no schedule aimed at asking questions or queries about a specific topic; therefore, course content can be accessed at any time and place [61].

4.2. Main reasons and criteria for taking courses

According to Delgado et al., two groups were conducted through segmented in-depth interviews. According to this study, the first group consists of entrepreneurs taking training courses, and the second group consists of professionals attending virtual classes paid for by the company or themselves [62]. The data also revealed that integrating AI technologies in online courses has significantly improved student satisfaction and performance, highlighting the importance of personalization and real-time support [63].

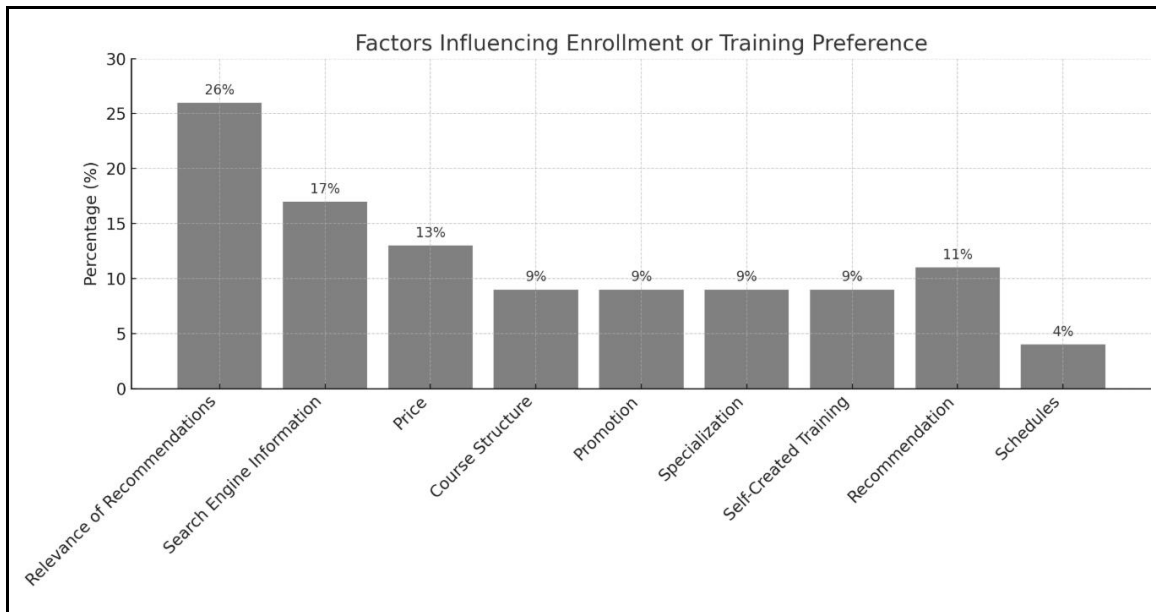


Figure 1. Factors Influencing Enrollment or Training Preferences

Percentage distribution of criteria for selecting courses or training for qualified professionals in area managers.

Note: Adapted from "Percentage Distribution of Criteria for Selecting Courses or Training for Managers or Area Heads," by Delgado et al., 2019, Master's Thesis, Universidad Peruana de Ciencias Aplicadas.

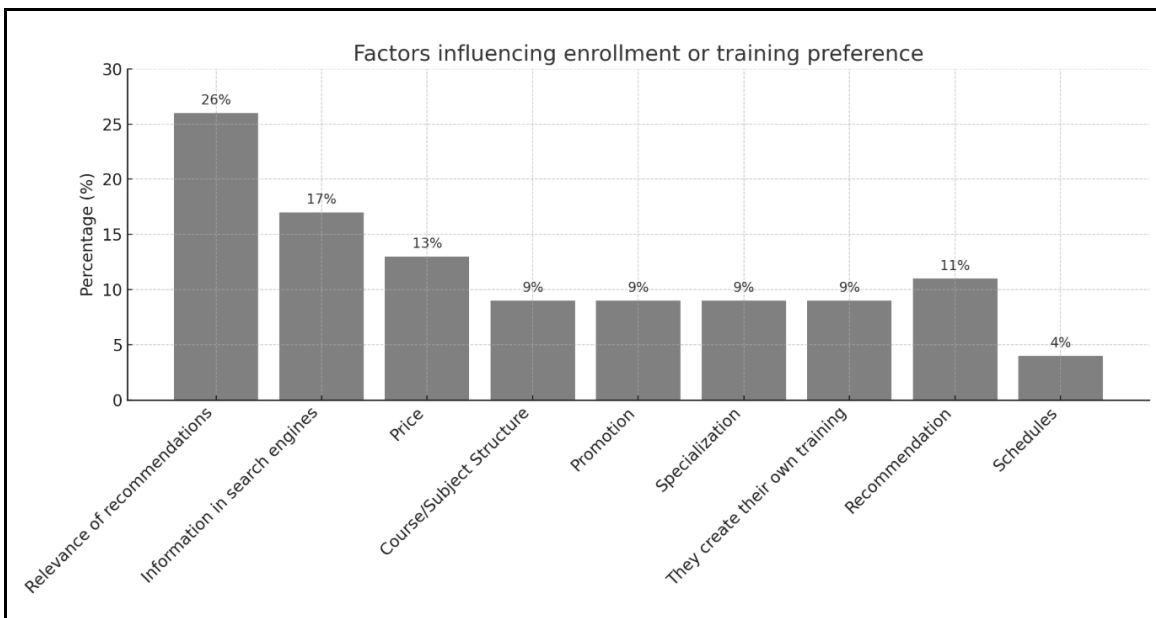


Figure 2. Factors Influencing Enrollment or Training Preference

Regarding **Figure 1**, it is possible to know the criteria for selecting courses or training. It can be observed that prestige is one of the main reasons why a manager or entrepreneur, representing 19% of the respondents, decides to access one of the courses. Secondly, the teachers are one of the main reasons one wishes to access the course, representing 14%. Thirdly, the structure of the classes or the topics to be taught is 11%. After these main criteria are price (11%), recommendation (11%), advertising (8%), duration (6%), distance (6%), email (5%), certification (3%), accreditation (3%), and social networks (3%) [64].

However, performance indicators are essential to evaluate the success of an online course.

Percentage distribution of criteria for selecting courses or training for qualified professionals, in area managers or heads.

Note: Adapted from the "Percentage Distribution of Criteria for Selecting Courses or Training in Qualified Professionals," by Delgado et al., 2019, Master's Thesis, Universidad Peruana de Ciencias Aplicadas.

Regarding Figure 2 obtained from the study, it can be observed that professionals who sought training through virtual platforms indicated specific criteria for considering a suitable and reliable platform where they can continue enriching their knowledge. First, there is the criterion of the structure of the courses/topics, which is 26% important among the respondents. Second, there are references or recommendations, with 17%. Third, with 13%, are the criteria of information in search engines and price. Fourth, with 11%, are the recommendations provided about the courses. Fifth, with 9%, are the criteria of the speakers, the specialty, and the platforms that conduct their training courses. Finally, 4% of the schedules are available for their virtual classes [65].

4.3. Description of the platforms

According to Delgado et al., the most representative organizations or learning environments offering courses in Spanish are Emprende Aprendiendo, Udemy, Coursera, Crehana, Platzi, Next U, MindValley, Harvard Online, and MentorBox [66]. These platforms have adopted AI technologies to enhance personalization and learning efficiency, providing adaptive learning experiences and real-time support to students [67].

4.3.1. Emprende Aprendiendo

Emprende Aprendiendo is an e-learning platform offering courses related to the business world, promoting the teaching of its six essential pillars: fundamentals, business, iteration, finance, marketing, and systems [68]. All of this is done thanks to the Silex 2.0 methodology, created to learn from the basics of a business to the most advanced processes. The duration of a class is around 10 to 20 minutes. The complete course content remains accessible for life for 475 euros with a 30-day return policy. According to its founder, Euge Oller, for the blog MasMovil Empresas, around 600,000 euros are invested annually in advertising for Emprende Aprendiendo, surpassing 50,000 students. By 2019, it had 54,000 students, increasing its sales to approximately 17,712,000 dollars [69].

4.3.2. Udemy

Udemy is a platform whose goal is to improve lives through learning. It offers online courses related to business, IT and software, productivity, design, personal development, marketing, photography, health, and fitness. The platform has 594 million course enrollments, 44 million students, 65,000 instructors, and 183,000 courses with over 8,600 enterprise customers. It is noteworthy that the platform offers classes in 75 languages [70]. Regarding the history of this important e-learning platform, Udemy in 2011 managed to raise \$3,000,000 in a Series A round by Groupon, with the main investors being Eric Lefkofsky and Brad Keywell, followed by 500 Startups and MHS Capital. In 2012, Series B raised \$12,000,000 in funding from leading firms Insight Venture Partners, Light Bank, MHS Capital, and Learn Capital. Subsequently, in 2014, the company raised \$32,000,000 in a Series C funding round, supported by Norwest Venture Partners, Insight Venture Partners, and MHS Capital. In 2015, it announced a Series D funding round by Rayas Group, where it managed to raise \$65,000,000. Finally, in the same year, it raised \$60,000,000 from Nasper Ventures [71].

4.3.3. Coursera

Coursera is characterized by being world-class, having experts from over 250 universities and leading companies, being affordable with hundreds of free courses or with a free trial, and being flexible by allowing users to develop their courses on desktops or mobiles according to their schedule and relevant to work so that students master essential professional skills. Coursera offers classes in different languages, divided into arts, business, sciences, technology, health, mathematics, languages, etc. It also offers courses such as guided projects, free lessons, specializations, MasterTrack Certificates, and Degrees, varying from 0 to 9,000 US dollars depending on the program the student wishes to acquire. Currently, Coursera has over 82 million students worldwide, with more than 100 Fortune 500 companies and over 6,000 campuses, businesses, and governments accessing the platform to optimize their learning anytime and anywhere [72]. The Coursera platform was founded in 2012 to offer transformative learning experiences to students worldwide. In the same year of its launch, Coursera reached over 1.5 million students in 190 countries worldwide, with an alliance of around 33 universities willing to join the platform to offer more than 200 online courses [73].

4.3.4. Crehana

Crehana is a very popular e-learning platform in the Latin American market, as it has generated reach and good reviews. Crehana's mission is to make everyone's professional dream possible. Crehana offers courses in Spanish taught by professionals in different areas, divided into the following categories: illustration, design, animation, web, photography, marketing, and business. Prices range from \$12 to \$30. Crehana was founded in 2013 by Diego Olcese, a student at the Universidad del Pacífico in Lima, Peru. The platform was supported by accelerators like Telefónica, won the Wayra award, and had the support of Startup Peru, a government program that provides funding for entrepreneurs [74].

4.3.5. Platzi

Platzi is an e-learning platform that offers 317 paid courses on various business, technology, and soft skills topics, and three introductory free courses. Their courses range in price from \$25 to \$45, and they currently only offer courses for Latin American audiences [75]. Platzi was founded in 2013 in Colombia by John Freddy Vega. Its success is due to the professors who taught classes on the platform reaching their target audience through their personal Facebook pages; therefore, it is considered that they applied good personal marketing, achieving greater customer trust. Platzi was supported by Y Combinator, the Silicon Valley incubator, Omidyar, 500 Startups, Nazca Ventures, and Amasia Ventures [76].

4.3.6. Next U

Next U is an e-learning platform founded by the founder of Open English, Andrés Moreno, a Venezuelan national. It offers 16 careers of 7 modules that last 12 months to give the certificate as a technician. The careers offered are in digital marketing, web development, mobile programming, design, digital business, entrepreneurship, cloud computing, and IT. They offer certificates and a personal code given to the student after completing the course so they can register it on their LinkedIn page and be a plus for their resume. Course prices range from \$800 to \$1,200. It was identified that Next U has many negative comments on the web and does not offer refunds if the customer does not like the service [77]. On the other hand, the success of Next U is due to its massive advertising in ATL and digital media; it currently invests \$120,000,000 annually in advertising, thanks to the support of several investors [78].

4.3.7. Mindvalley

MindValley goes beyond teaching courses; it focuses on teaching things that can be a problem in life. MindValley is about exploring, inventing, and optimizing personal transformation through the empowerment of the mind, body, and spirit. The MindValley platform has around ten thousand students worldwide, with more than 200 authors, speakers, and activists; it also has the highest completion and compliance rate of all courses on the online platform [79]. MindValley offers content and courses that change and transform the quality of information consumption of its students and the way they can learn. According to the Quest platform of MindValley, it claims to have a course completion rate of 333%, better than the industry standard. Its method is better than the competition because it uses scientifically proven motivators and systems that bring about changes in the lives of people who take the courses [80]. The categories presented on its platform are courses related to the mind, body, spirit, entrepreneurship, career, and relationships. The duration of the courses varies according to the topics covered; similarly, the courses are divided by weeks, completing a total of weekly hours. The courses can be accessed through the monthly or annual plan [81].

4.3.8. Harvard Online

Harvard Online is the platform of Harvard Business School, launched in 2014 to influence its impact and fulfill its mission of educating leaders who make a difference in the world. Now, with its online platform, they can reach leaders wherever they are. Harvard Business School has educated more than one hundred thousand students in more than 175 countries worldwide. Its success is due to having a learning model characterized by being active, social, and situational; therefore, students face challenges through situations presented by the business world. The courses offered by this platform are Business, Leadership, Management, Entrepreneurship and Innovation, Strategies, Financial Accounting, and Business in Society [82].

4.3.9. MentorBox

MentorBox is a platform focused on entrepreneurs. MentorBox offers high-quality content and expert mentors on topics such as executives and industry experts. It provides an efficient learning experience by mixing courses through videos, audio lessons, and workbooks, among others, that adapt to how each person learns [83]. The MentorBox platform has more than 500,000 active members committed to the learning experience.

The courses offered by this platform are oriented to entrepreneurship, peak performance habits, success mindset, marketing, advanced business, money, sales, leadership, business cases, decision making, lifestyle design, networking, health, and stress [84]. MentorBox offers a trial of the platform for one dollar for three days, seven dollars a month, and \$59 a year. Subscriptions can be canceled at any time. It also offers another type of access to the platform: unlimited access for \$2949 [85].

5. Discussions

This article explores trends in online learning and the influence of specific criteria in choosing online courses among executives and entrepreneurs in the business sector [86]. The use of artificial intelligence (AI) in online learning platforms has been a key factor in improving the personalization and adaptability of courses, resulting in greater student satisfaction and success [87]. It has been demonstrated that, today, e-learning is one of the most recommended options for studying, training, and improving skills in the professional field or for individuals who wish to become entrepreneurs [88]. Throughout the research, the importance of e learning platforms has been reflected, showing their beginnings, their evolution up to the present day, and how their learning method, their most in-demand courses, class prices, and flexibility, among other characteristics, can make them successful in virtual education [89].

Additionally, the incorporation of AI technologies has allowed for a deeper analysis of student interaction patterns, facilitating the identification of areas for improvement and the implementation of personalized interventions [90]. A virtual course does not mean that only different technological proposals are used. It is necessary to carry out an organizational or instructional design that includes the teaching and learning process [91]. The design of courses based on AI techniques, such as backward design and micro-MOOCs, has proven effective in offering granular and coherent educational content that can be personalized according to the individual needs of students [92].

Regarding student satisfaction, it is manifested in various aspects, such as the virtual platform and course activity planning, assistance in interactivity and communication for knowledge construction and learning, and the consolidation of knowledge management and learning [93]. The implementation of virtual teaching assistants and virtual learning companions has improved the educational experience by providing continuous and personalized support to students, resulting in higher retention and course success [94].

Regarding the information gathered, it is mentioned that certification is an important criterion for accessing online classes. According to an article by Marco Antonio Coral on virtual teaching systems and their legal environment in Peru, so far, the design of evaluation, accreditation, and certification of educational quality (SINEACE) is defined in Articles 14, 15, and 16 of the General Education Law. This accreditation offered by SINEACE is only directed towards education under the face-to-face methodology and not for virtual instruction. This contributes as a negative point if an educational certification is sought [95]. Therefore, courses offered through digital platforms must provide a certificate with added value. With this, it will be possible to verify the integrity of the methods taught that qualify as courses with a high degree of instruction [96].

Likewise, the scope of the system, the target audience, and the learning objectives of the study must be identified [97]. The information was collected by interviewing two entrepreneurs about their experiences with virtual courses to improve their knowledge. Quijano et al. indicate that the use of massive open online courses or MOOCs is based on the availability of internet access and the level of digital literacy of the population [98]. Over the years, a decrease in technology use has been reflected because more Peruvians have access to the internet; therefore, becoming familiar with these tools has been a positive change for immersion in new technologies [99]. With this data, we can reflect on the importance of the internet in improving the country's educational quality, not only in terms of training professionals and entrepreneurs but also in general. This factor is crucial as people have greater access to the internet and can obtain more opportunities to educate themselves through free massive courses on topics of interest [100]. Additionally, the integration of AI tools in MOOCs has allowed for more effective personalization of learning, improving accessibility and equity in education [101].

Among the limitations presented in this academic article is the literature, as it does not focus on online courses for professionals or entrepreneurs who wish to increase their knowledge. On the contrary, it focuses on conducting research based on online teaching in schools and universities [102]. It is recommended that education specialists conduct more research to understand the evolution of online classes for professionals and entrepreneurs, as well as the new topics they need to know to manage a company optimally [103]. Additionally, more articles should be written about MOOCs and their influence on those who wish to specialize in topics that will serve them in their work [104]. Future research should focus on the application of AI technologies to improve the personalization and effectiveness of online learning, as well as the development of ethical frameworks for the responsible use of these technologies [105]. This can help creators who wish to carry out a project focused on creating study platforms aimed at professionals or entrepreneurs specialized in different areas [106].

6. Conclusions

The trends in online learning for professionals and entrepreneurs in the business sector between 2016 and 2021 have achieved acceptance and high demand from entrepreneurs who wish to acquire more knowledge and manage their businesses efficiently to grow. On the other hand, professionals also access these types of platforms to educate themselves. Sometimes, the companies they work for pay for their training to increase their knowledge and skills, implement them in the company, and achieve established goals [107]. The use of artificial intelligence (AI) in these platforms has been a determining factor in improving the personalization and effectiveness of learning, allowing students to receive content tailored to their individual needs and obtain real-time feedback [108].

Likewise, as Mercado del Collado mentions, countries and organizations must create more suitable conditions for more people to take advantage of opportunities to contribute to personal improvement and acquire new knowledge and skills that help them improve their quality of life and that of their communities [109]. As the author indicates, organizations must have competent collaborators who frequently update themselves on different professional topics, and courses like MOOCs offer this possibility to people who wish to study and meet their requirements [110]. The implementation of AI tools in MOOCs has facilitated the creation of personalized learning paths and has improved accessibility and equity in education, providing greater opportunities for professional and personal development [111].

Finally, it is essential to note that virtual education has a scalable future and is constantly growing due to its perceived benefits [112]. The adoption of advanced technologies, such as virtual teaching assistants and virtual learning companions, has been shown to improve the educational experience by providing continuous and personalized support to students, resulting in higher retention and success rates in courses [113]. Therefore, the literature mentions that a virtual methodology is considered a trend and a phenomenon that will be implemented for a long time. Additionally, it is crucial to address ethical concerns related to the use of AI in education, ensuring that the benefits outweigh the risks and that trust between students and educators is maintained [114].

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